Robert Armintor

From: "Eric Verlo -PPLFF" [redacted]
To: [redacted]

Sent: Monday, May 16, 2005 7:28 PM
Subject: AVENDER FILM FESTIVAL minutes 5/12/05 next meeting JUNE 9th

MAY 12th MEETING OF THE PPLFF BOARD OF PRODUCERS

Started at 7pm at Terrace Rd location.
In attendance: Alma, Bobby, Paul, Eric, Jerry, Pam, Joe, and Bob.

On the agenda for this meeting were: choosing a poster, discussing graphics, display ads, ticket sales letter, and assigning sponsors.

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1. POSTER DECISION:
Evaluated festival poster contenders. Alma spoke in favor of choosing submission by Susan Merillo because of her extensive influence in the lesbian community. Joe noted presence of incidental 666 on Susan's graphic.

Allocated graphics for the following:

POSTER: Pam's graphic for poster. Space in middle can be used for film stills or PPLFF logo and/or Fine Art Center logo. With festival headline made bolder. Can we print bigger posters? Can outlets accommodate larger posters?

T-SHIRT: Use Mike's graphic for T-shirt. Need bigger graphic file from Mike for further printing needs. Last year's T-shirt was a success.

PROGRAM: Susan's graphic on program. Pam will work with Susan to reduce typographic clutter.

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2. ABOUT GRAPHICS:
Jerry will coordinate all graphics. Film promotional material will be distributed through him. Pam uses IN DESIGN, Jerry uses QUARK, Eric uses both.

Printers will need three days for production of brochure. Need to book the films by July 10th perhaps. Will have promo material sent to Jerry. Alma will email copy. Jerry mentioned that booking opening film first would facilitate printing one side of the brochure one day earlier.

PRIDE BROCHURE: In order to make a brochure for PRIDE FEST, July 17, make it a specific brochure just for Pride, to include all features but not shorts. May not even list all the features, and may use less text, bigger pictures.

BROCHURE: The later brochure will include the shorts. Film descriptions are cribbed from other festival literature. Should mention individual ticket prices, perhaps, to encourage festival pass sales.

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3. DISPLAY AD IN PROGRAM:
Can possibly supplement shortcomings in sponsorships. Jerry will handle calls for display ad inquiries on his cell phone 447-9125.

Already WEIRD SISTERS newspaper in Denver wants to advertise, also possible in-kind TOILET PAPER ad. August 15th deadline for display ads.

Mike, Jerry and Pam will do our ads as needed. We need someone else to work of display ads with Jerry.

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4. TICKET LETTER:
Joe presented idea for a cover letter which shows past film successes. Alma thinks we should use this year's line-up. Will make decision later about whether to send cover letter and brochure, or just letter with new enhanced information and film graphics.

Will use COMMUNITY CENTER MAILING LIST. Was not effective last year, but look at it as advertising expense. Possibly we could send postcards to that list.

Eliminate four-film ticket, nearly none sold last year. Suggestion to have a BRUNCH-TICKET at $25. To include brunch and first film on Saturday and/or Sunday. Need to reduce individual tickets in favor of multiple films. A three film pass maybe? Decided against.

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5. ASSIGNING SPONSORS:

See appendix below for specific assignments. Joe will investigate why we lost prestigious Bee Vradenburg sponsorship. Maybe ask less this time, but want to know the real reason they're dropping PPLFF.

DONE: Cheetah, Gill, Skorman -maybe reduced.

TAKE OFF LIST: Holy-Holy, The Story, Richard Dukamen, Tantis, Brazdell, McKeean, Breadheads, Cottage On Kiowa, Aspen Leaf, Rocky Mountain Natural, Mountain Mama Natural Foods, Diane Vincent, Crown Attorney at Law, Pinginalski, Michael Salkind, David Selland, Vince Gossland, Jerod Polis, Paul Chrper, Front Range Framing

MAYBES: Paula Grant, Second Impressions, Artn Frame, Lee Rodman, Julie Wolf, Healing Touch

Alma will call sponsors when the forms are not filled out correctly. Bob and Bobby will coordinate the sponsor forms.

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6. MISC:
PPLFF Committee will henceforth be called the PPLFF Board of Producers.

Marcea Flowers to host BENEFIT June 11th, 7pm until 2am, at THE DARK SIDE. Local bands and shorts by local filmmakers. New promo material will be available next week to distribute. When flyers are available for the Benefit Alma will let everyone know so that those on the Board who can will help with the marketing of the Benefit event. We may expect US$1,500 TO $2,000 in proceeds. We'll give out free passes.

Eric will contact Delaney about PSAs for the festival on KRCC.

We'll need a blurb about the festival on CONNECTIONS. Paul can handle PR on the internet. Bob A and possibly Kayan will help with radio, T.V., newsletters and smaller print media. Alma will cover the Gazette, Independent, Springs Magazine, and OutFront Colorado.

Joe made pitch for Citizens Project. A CP fund raiser will be held June 21st, 7:30-8:30 breakfast. Former PPLFF committee member Ellie is now CP executive director.

Bob A. pressed the importance of getting a contract with Sandy Bray at the Fine Arts Center. Alma said she would try to meet with Sandy soon and would like Bob A to be part of the negotiations.

Bob A and Eric will be checking out the "new" video projector at the FAC soon.

NEXT MEETING is JUNE 9.
It's important that everyone attend as the production intensifies.

The first July meeting with be on July 7th.
(Meetings go to every other week in July and then every week as we get closer to the Sept. 16th Opening of the 6th annual PPLFF.)

Appendix A: SPONSORS ASSIGNED:

ALMA-
Abrams Jewelry Design, Heritage Realty, Linda Sutton, Tejon Street Market, Evolve Fish, Martinizing Dry Cleaning, Alternative Women's Heath Care, Planned Parenthood of Colorado Springs, Bush Bashing Central, Holey Rollers, Naturopathic Health Care, Real Help in Real Estate, Kathy Lightfoot & Dan Marvin, Kathleen Gorman, Freedom From Religion Foundation, The Stories, Black & White Auto, Case and St.Cloud, Colorado Springs PFLAG, Wolfe Video, Linda LeMieux, The Book Broker, Womyn's Pride Book Group, Springs Magazine, Colorado Springs Independent, Good Earth Garden Center, Remax Properties, Linda McDaniel, Jeff Stachel, Alternatives For Living

BEV?
Cravings

BILL-
Mt. Washington Apartments

BOB-
All Souls Unitarian Universalist Church, Ludwig Consulting, Old Town Bike Shop, Strouss Real Estate, Paula Grant, Crossing Healing Arts Center, High Plains Church Unitarian Universalist, Law Office of Michael Duncan, Club Q, Wag-N-Wash, Pikes Peak Metropolitan Community Church, Robert M. Moyers Attorney, Pikes Peak Gay and Lesbian Community Center

BOBBY-
Burghard Floral, Daugherty Chiropractic, Iron Springs Chateau Melodrama Dinner Theater, Pikes Peak Justice and Peace Commission, Wines of Colorado, Robert McKeon, Capstone Investment Advisory, Gentry's, Shimmies Salon, Spice of Life, Kathleen Bohanon MD, Mayotte And Varner, Law Office of Karen Erickson, Paula Miller Attorney at Law, Hayes Motors

ERIC-
Compleat Games & Hobbies, Gertrude's Restaurant, CEAVCO Audio Visual, Toons, KRCC, Colorado Springs Film Commission

JERRY-
Colorado Pride Realty, Century 21 Home Team, Pikes Peak Reprographics

JOE-
A&J Waller Bail Bonds Agency, CNS Tees, ThomasMc.com, Robert Wingeard, Esoteritech, Margi Duncombe, H. John Schlegel, Citizens Project, Sun Corporation, Cruise Holidays of Colorado Springs

KAYAN-
Freshwater Rental

MARIE-
Bee Vrandenburg Foundation

MIKE-
Rock Island, The Denver Detour

PAUL-
Young Chiropractic, Adams Mountain Café, Molly Maid of Colorado Springs East, Ancient Mariner & Marilyn's Pizza House, Swing Family Dentistry, Eric Gleckler, Heuberger Motors, Guinea Pigg Boutique

SAL-
Miguel & Georgia Blanco, Taste Explosion Sencha

UNASSIGNED-
Mountain Mama Natural Foods, Nawei's Accupuncture Clinc, Diane Vincent, Jack Beal, William Vigeant, Black Forest Acupuncture, Winnie Shows Writing and Watercolors, Gill Foundation, Poor Richards, Cheetah Printing & Design, Lee Rodman Attorney at Law, Julie Wolfe Attorney at Law, Budget Rooter, Robert Whitney